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Reporter Magazine To Stop Publication With June 13 Issue

Losses Kill 10-Year-Old Periodical;
Harper's Hires Its Washington
Editor; Will Run Ascoli Articles

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—The Reporter magazine will cease publication with its June 13 issue. Some of its editorial features and two of its 54 employees will be taken over by Harper's magazine.

Max Ascoli, editor and publisher, said he was folding the fortnightly because of "the increasingly heavy editorial and financial burden." The magazine has had a deficit in each of its 10 years, a spokesman for it said. The deficits have been met by the 60-year-old Mr. Ascoli and his wife Marion, who are sole owners.

Circulation rose to 210,000 in 1967's final half from 172,000 five years earlier. But advertising fell to 401 pages last year from 543 pages in 1963. As of March 11, advertising run this year or on order was off 61 pages from a year earlier.

Though Mr. Ascoli founded the Reporter in 1949 as a "liberal" magazine, it has drifted rightward in recent years and is one of the handful of national magazines with a hawkish stand on the Vietnam war. Mr. Ascoli will contribute an article or essay each month to the liberal Harper's. But the only Reporter staffers joining Harper's as employees will be Meg Greenfield, Washington editor, and her secretary.

The 119-year-old Harper's is edited by 33-year-old Willie Morris and is 90%-owned by Minneapolis Star & Tribune Co. and 10% by Harper & Row, Publishers Inc. Circulation is 293,000.